

VILLAGE BLACKSMITH

PRESENTS ITS 1948 LINE OF

Professional
**GARDEN
TOOLS**

It's the **EDGE** *that counts*

MADE BY CUTLERY CRAFTSMEN



THE VILLAGE BLACKSMITH COMPANY
WATERTOWN • WISCONSIN

Chicago Office — Merchandise Mart



VILLAGE BLACKSMITH
GARDEN TOOLS

INTRODUCTION

• The Village Blacksmith Company extends itself this year to bring you the most up-to-date, top-quality garden tools at the lowest possible price.

New machinery, new manufacturing technique, plus an expanded production with ever-increasing efficiency is the answer.

You will note the new ARISTOCRAT Hedge Shear in our 1948 line, which combines the good engineering features of the past plus some entirely new ideas, makes it the outstanding Hedge Shear at a popular price. Complete details on Page 4.

This newly designed Hedge Shear is so typical of all Village Blacksmith tools. They are strong, sturdy with balance and feel. They are made by craftsmen who have made good tools for over fifty years.

We believe you, too, will want to take full advantage of the sales opportunities these outstanding items give your organization.

Many wholesalers are booking orders now for December-January delivery.

Terms: 2% 10 days—Net 30 days.
F.O.B. Watertown, Wisconsin.

Shipments October through March.
Your usual discounts apply.

*Additional catalog pages, mats or samples are available.
Just tell us what you want.*

MANUFACTURED BY **THE VILLAGE BLACKSMITH CO.** WATERTOWN, WIS.

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VILLAGE BLACKSMITH GARDEN TOOLS

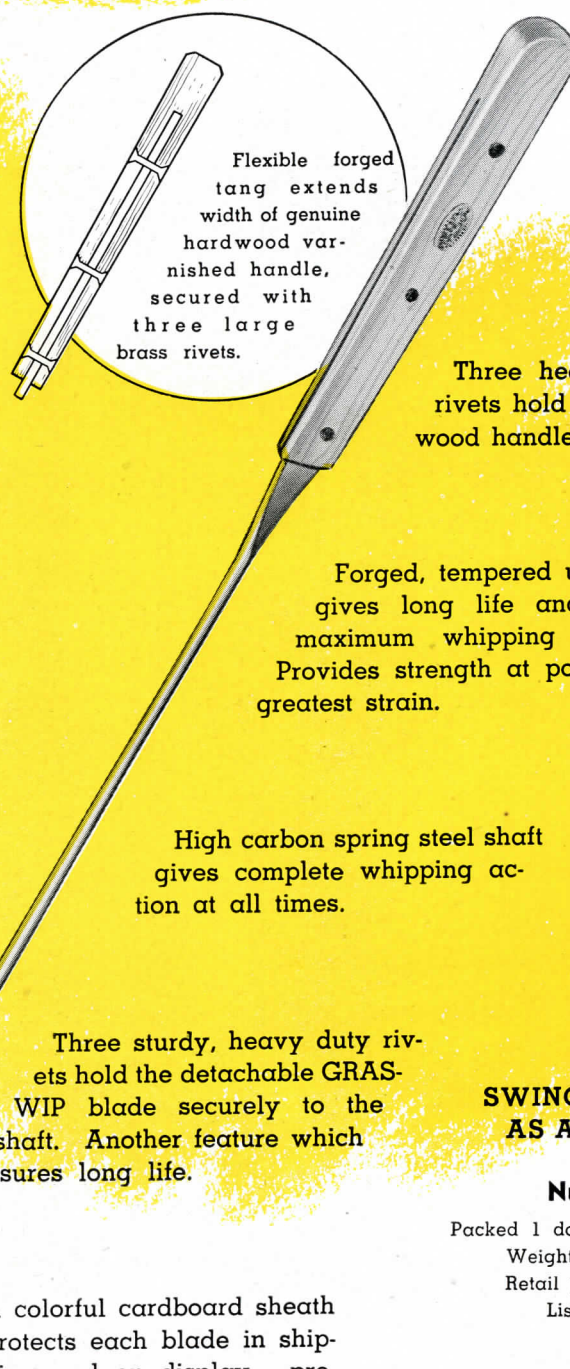
GRASWIP

TRADE MARK

The GRASWIP is famed the world over as the most efficient tool for cutting weeds and grass. Its extra length and easy grip handle make grass cutting easy. It can be used hard and often to cut heavy, thick, tough weeds or to edge lawns or around buildings, trees and shrubs. Weight and strength at the cutting blade similar to a well balanced golf club.

Heavy double edged tempered steel detachable blade. A specially ground concave edge gives shearing action for cutting tall weeds or thin bladed grasses. Easily sharpened with an emery stone or a second cut tooth file.

A Tempered Tool



Flexible forged tang extends width of genuine hardwood varnished handle, secured with three large brass rivets.

Three heavy duty, oversized rivets hold the polished hardwood handle securely.

Forged, tempered upper tang gives long life and allows maximum whipping action. Provides strength at point of greatest strain.

High carbon spring steel shaft gives complete whipping action at all times.

Three sturdy, heavy duty rivets hold the detachable GRASWIP blade securely to the shaft. Another feature which insures long life.

A colorful cardboard sheath protects each blade in shipping and on display — prevents damage from or to the super-sharp edge.



**SWINGS AS EASILY
AS A GOLF CLUB**

Number 165

Packed 1 doz. in corrugated boxes.

Weight per doz.: 24 lbs.

Retail price: \$1.50 each.

List: \$18.00 doz.

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VILLAGE BLACKSMITH GARDEN TOOLS

VILLAGE BLACKSMITH ARISTOCRAT

Here is the aristocrat of Hedge Shears. Developed after exhaustive tests and research, Village Blacksmith Co. are proud of this outstanding shear. Built with the sturdiness required by professional users. It is hand fitted for smooth, comfortable action. A genuine good-will trade builder.

The hardwood handles are lacquered to a bright finish. They are riveted to a full width tang with three oversized, doubly strong rivets. The handles cannot loosen.

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A Tempered Tool

HEDGE SHEAR

Each tempered tool steel blade of the ARISTOCRAT is individually tested for hardness.

The lower blade is serrated to hold the branches in place while shearing. Both blades are fully polished.

A hardened fulcrum screw riding in a reamed hole insures free, smooth action and dependable service even with hard usage.

Riveted to a full width tang with three oversized rivets. Strong and durable.

Each shear in individual envelope.



Number 1 — (8-inch)

Packed: 1 doz. in corrugated carton.
Weight each: 2½ lbs.
Retail price: \$3.00 each.
List: \$36.00 doz.

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HEDGE SHEAR

STANDARD PATTERN *High Quality*

The name Village Blacksmith, as always, is your assurance of the finest quality. This hedge shear is well balanced and weighted to make it easy to handle.

No loose handles. The tang is burned right into the handle to insure tightness for the life of the shear.

Lacquered hardwood handles are riveted for extra protection. A durable handle that can take plenty of wear and abuse.

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or samples are available.



*A
Tempered
Tool*

Tempered tool steel blade. This blade is of the best workmanship and material obtainable. The Village Blacksmith Co., makers of fine cutlery, are proud of grinding just the right edge to do the best job.

Specially designed notch. Makes pruning an easy job. Tempered steel edge cuts through branches with ease.

Hardened fulcrum screw. Made of the highest quality steel, designed for smooth action. Its tough ruggedness adds to the life of the shears.

Smooth
ACTION

**Number 40
(8-inch)**

Packed in 1 doz. lots; corrugated boxes.
Weight: 2½ lbs.
Retail price: \$2.25 each.
List: \$27.00 doz.

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GRASNIP

TRADE MARK

The engineering skill of Village Blacksmith craftsmen have made this GRASNIP a well balanced, easy-to-operate hand tool designed for hard usage.

Tempered tool steel blades of the GRASNIP are matchless in both materials and workmanship. The practical design of the GRASNIP insures unequalled performance.

Red lacquered malleable iron handles add both beauty and service to the GRASNIP. The handles are designed to fit the hand.

Additional catalog pages, mats, or samples are available.



A Tempered Tool

The blades of the GRASNIP are polished on both sides.

Specially designed, hardened steel fulcrum screw and patented spring washer.

Rust-resistant cadmium plated spring and clip.

Number 4

Weight: 12 lbs. per doz.
Packed: 1/2 doz. in carton.
Retail price: \$1.25 each.
List: \$15.00 doz.

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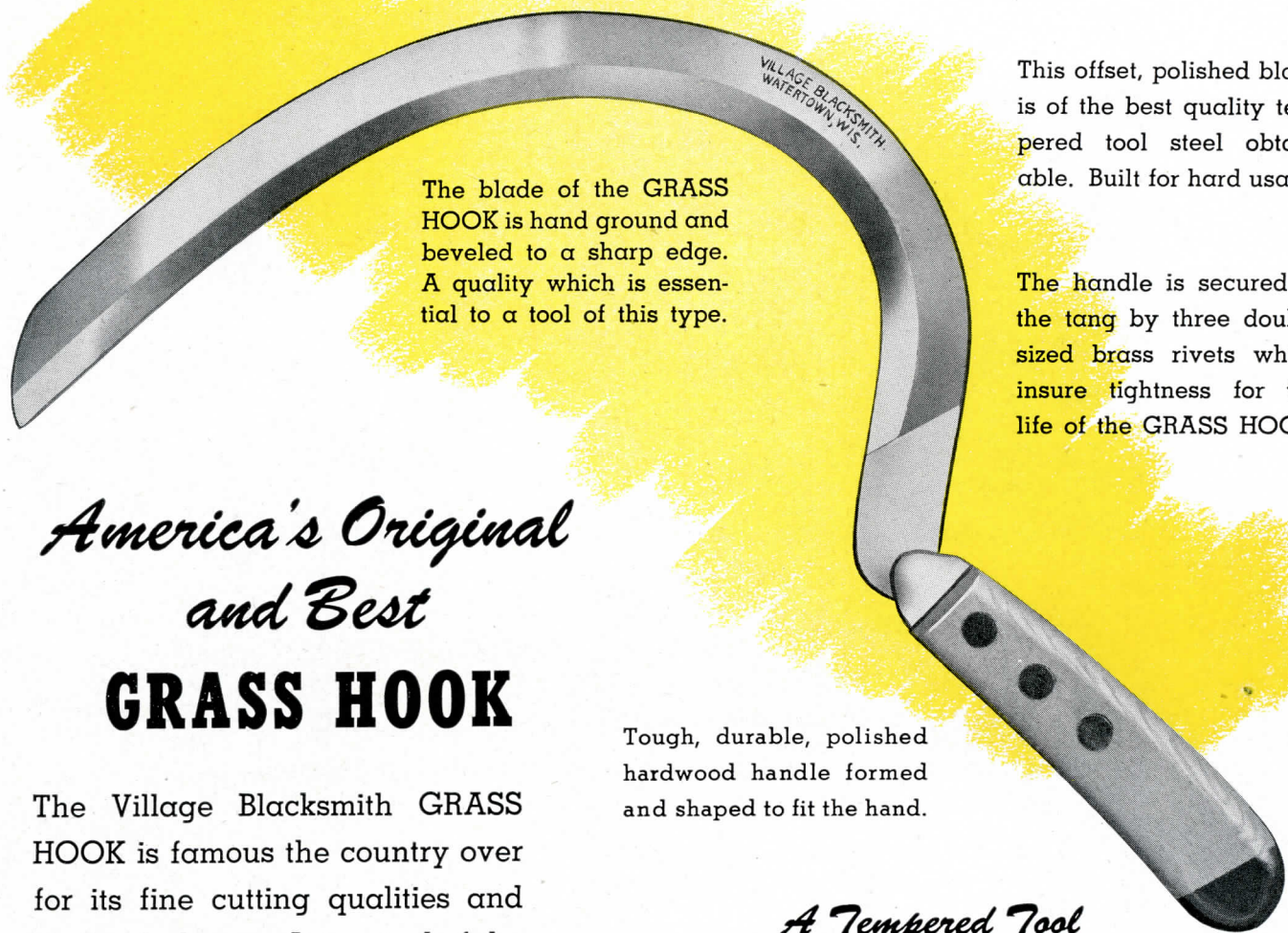
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GRASS HOOK



The blade of the GRASS HOOK is hand ground and beveled to a sharp edge. A quality which is essential to a tool of this type.

This offset, polished blade is of the best quality tempered tool steel obtainable. Built for hard usage.

The handle is secured to the tang by three double sized brass rivets which insure tightness for the life of the GRASS HOOK.

America's Original and Best **GRASS HOOK**

The Village Blacksmith GRASS HOOK is famous the country over for its fine cutting qualities and perfect balance. It is a tool of the very finest material, finish, and workmanship. The finest tool of its kind.

Tough, durable, polished hardwood handle formed and shaped to fit the hand.

A Tempered Tool

Number 3

Packed 1 doz. in corrugated boxes.
Weight per doz.: 10 lbs.
Retail price: \$.95.
List: \$11.40 doz.

Shipments October through March.
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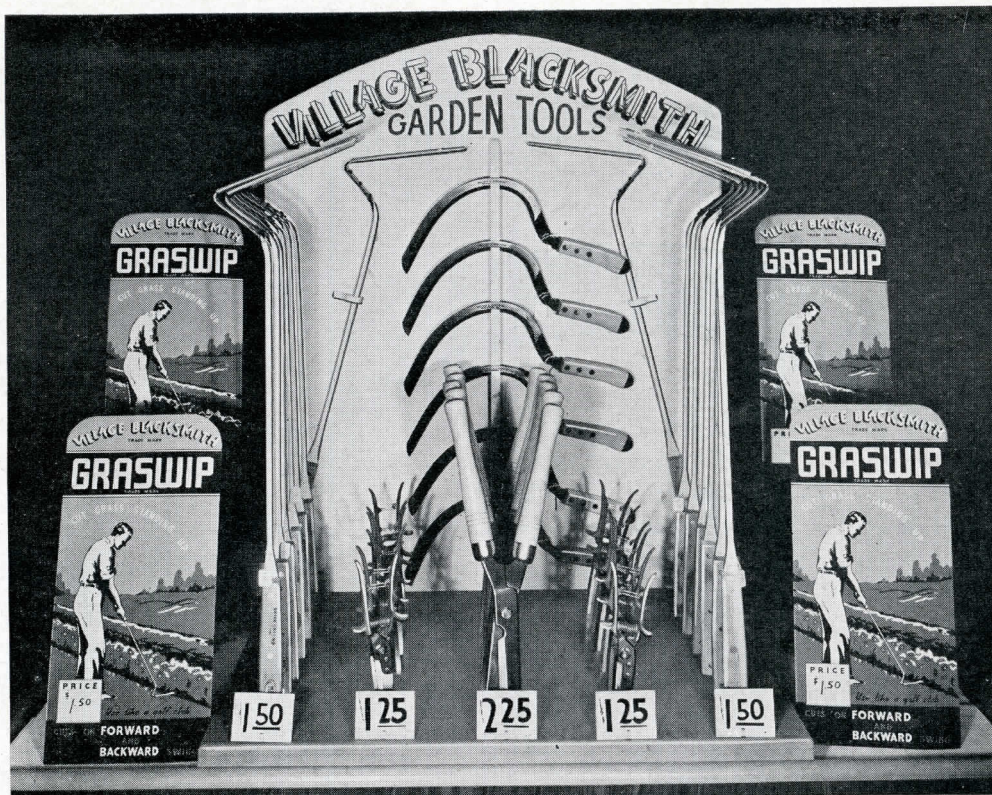
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VILLAGE BLACKSMITH *Dealer Helps*

BANNERS — DISPLAY CARDS — PRICE CARDS

The center display piece (not furnished) can be made out of composition board. Size 45 x 36 inches. Any dealer can prepare to suit his individual need.

Banners are 18 inches wide by 48 inches long. Printed green and yellow. Display cards are 10 inches wide by 22 inches high. Printed in green, red and black.

Price cards are 4 inches wide by 3 inches high. Printed green and yellow. DEALER KIT consists of the following:

2 Banners	\$2.80
4 Display Cards	1.20
6 Price Cards	1.00

Complete Kit\$5.00
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